

Chaminade University of Honolulu
Course: ENT401 Fall 2009 Entrepreneurship –Applied Concepts and Practices

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Class Time: Thursdays, 2:00pm - 4:50pm

Class Location: Kieffer Hall Room 9

Office hours: By appointment

Course Description:

The primary focus of this course is a development of a business plan for a business that the students will actually develop, implement and operate for 15 weeks in the next term in ENT 402.

The course is applications focused and examines the various aspects of business planning and management processes applicable to starting and running a small business. Specific emphasis will be placed on understanding the critical performance and financial measures needed to track progress and making important business management decisions. It will also examine in detail, the "best practices" of successful small businesses.

Requires ENT301 as a prerequisite (unless exempt by the director). Builds upon the concepts discussed in ENT301 and applies them to real business situations.

General Purpose of the Course:

This course is a second level entrepreneurship course that is highly practical and hands-on. The course is project and simulation oriented providing the participants the opportunity to apply the various skills, knowledge and behaviors of entrepreneurship explored in ENT 301. This course provides opportunity to further develop these skills at a personal level.

Course Objectives:

When you have completed this course you should be able to:

- ♦ Analyze real business situations to identify challenges and develop potential solutions
- ♦ Understand business start-up and operations decisions for running a small business
- ♦ Understand business financial development and interpretation of basic financial components and analysis for making business decisions
- ♦ Prepare budgets; determine costs and sales projections and cash flow statements
- ♦ Interpret and analyze income statements and balance sheets
- ♦ Set pricing for products/services
- ♦ Make and implement marketing decisions
- ♦ Complete a thorough integrated business plan

Course Requirements:

- ♦ 3 individual exercises
- ♦ 1 team business plan development project and presentation
- ♦ Attendance and participation in class discussions and activities

Grading:

Success in the course is critically dependent on team work and effective individual and group time management. Note that with group exercises submitted for grading a portion of the grade for the group submissions will be based on a peer review. The proportion that each of the above contributes to your grade is as follows:

3 Individual Exercises (50 points each)	150 points
1 Team Business Plan Development Project	250
1 Team Plan Presentation	50
Attendance and participation in class discussions, project and activities	50
TOTAL	500 points

450 - 500 points = A

400 - 449 points = B

350 - 399 points = C

300 – 349 points = D

< 300 points = F

Course Atmosphere:

This is a participatory and hands-on class!!! We will all learn from the sharing of different views and perspectives. A variety of learning approaches have been integrated into this class to better facilitate the learning of the key points of the course.

- ♦ Systems thinking, strategic thinking, critical thinking and creativity skills will be developed and reinforced through situational analysis and the group business planning project.
- ♦ Integration and application of key learning points to starting and managing real small businesses situations are explored through situational studies and computer simulations. Teams will be established for the purpose of completing group case development reports and a business operations simulation project.
- ♦ Developing discernment, assessing perspective and clarifying an opinion and position will be explored through written case studies and real business best practices case development completed on both an individual and team basis.

Course Materials:

Required: Planning/New Venture, FastTrac, and Kauffman Center for Entrepreneurial Development (an e-book which will be e-mailed by chapter/topic to students). From this a number of PDF resources will be required readings to cover the key topical issues that will be covered in this course.

In addition, templates and possibly other computer tools will be used to practice business planning, small business start-up and operations management skills and provide the opportunity to make business decisions in an “actual” small business. You will not only learn the impact of those decisions but have the chance to make next step decisions based on the consequences of previous decisions.

Selected Readings: Upon occasion additional reading or reference materials will be recommended and either provided, placed in the library on reserve or recommended as optional.

Course Components:

In Class activities

Individual and team exercises and projects

Field trips

Case studies

In Class activities:

A variety of exercises will be conducted during the class time to provide the opportunity to try and practice new concepts, skills and knowledge. These exercises are not graded but will be use skills that will need to be applied to assignments.

Field Trips:

Field trips are planned during the course. These may be taken within course time or possibly to be scheduled outside of regular class time. Field trips will be to small businesses to examine business operations or other small business resources.

Course Schedule:

The course schedule provided below is meant to be used as a guideline. While we will try to adhere to it as closely as possible, there may be particular topics that may take a bit more time and others that may be added or changed. The flexibility allows us to flow with the classes' interests and best meet your needs.

You are responsible for learning all the information in the outline.

Course Schedule

Session/Date	Topic	Read Before Class & In-Class Exercises	Project	Assignment
Session 1 08/27 Thur. 2-4:50 pm	Introduction Resources Overview Entrepreneurship The Business Plan New Venture Ideas and Opportunities	Entrepreneurial Characteristics Entrepreneurial Myths Model Business Exercises 1a, 1b, 1c	Workbook 1.1 - 1.6 Review Business Plan Template Explore website – www.springwise.com Research Possible Business Ideas/Opportunities Selecting Business Venture Setting Roles and Responsibilities	
Session 2 09/04 Thur. 2-4:50 pm	The Management Team	Building the Management Team The Infrastructure Exercises 2a, 2b, 2c	Workbook 2.1 – 2.8	
Session 3 09/10 Thur. 2-4:50 pm	Legal Aspects	Legal Forms of Business Intellectual Property Contracts and Leases Protecting Business Interests Government Regulations Exercises 3a, 3b, 3c	Workbook 3.1 3.13	DUE: The Management Team
Session 4 09/17 Thur. 2-4:50 pm	Marketing: Purpose & Research	Market Research for Ventures Exercises 4a, 4b, 4c	Workbook 4.1 – 4.8	
Session 5 09/24 Thur. 2-4:50 pm	Marketing: Analysis	Analyzing the Market Pricing Exercises 5a, 5b, 5c	Workbook 5.1 – 5.6	DUE: Product/Service Section Conducting and Analyzing Market Research Developing Marketing Plan

Session 6 10/01 Thur. 2-4:50 pm	Marketing Penetration Tactics	Managing Sales Operations Building Distribution Advertising Direct Response Marketing Trade Shows Exercises 6a, 6b, 6c, 6d	Workbook: 6.1 – 6.9	Conducting and Analyzing Market Research Developing Marketing Plan
Session 7 10/08 Thur. 2-4:50 pm	Financials: The Foundation	Financial Statements Exercises 7a, 7b	Workbook: Income Statement, Balance Sheet	DUE: Marketing Plan
Session 8 10/15 Thur. 2-4:50 pm	Financials: Management Tools	Financial Ratios Exercise 8a	Workbook: Analyze Financial Ratios	Calculating Projections of Sales and Profits Finalizing Financials
Session 9 10/22 Thur. 2-4:50 pm	Financials: Budgeting	Budgeting Cash Flow Projections Exercise 9a, 9b	Workbook: 9.1 – 9.11	
Session 10 10/29 Thur. 2-4:50 pm	Operations & Managing Growth	Operational Plan Managing Growth Exercise 10a, 10b	Workbook 10.1 – 10.10 Integrating the Plan	DUE: Financial Budget and Projections
Session 11 11/05 Thur. 2-4:50 pm	Money Sources	Money Needs Traditional and Alternative Money Sources	Workbook: 11.1 – 11.9 Team Business Plan Presentation and Report	
Session 12 11/12 Thur. 2-4:50 pm	Business Plan Development	Business Plan Development	Workbook: 11.10 – 11.13 Business Plan Development Operations Plan	DUE: Draft Business Plan and Presentation
November 26	Thanksgiving Holiday	Business Plan Review	Business Plan Development Operations Plan & Implementation Timeline	No Class
Session 13 12/03 Thur. 2-4:50 pm	Implementation	Business Plan Feedback	Business Plan Development Implementation Timeline	DUE: Operations Plan
Session 14 12/10 Thur. 2-4:50 pm	Implementation Next Steps	Business Plan Feedback	Business Plan Development	DUE: Implementation Timeline
Session 15 12/17 Thur. 2-4:50 pm				DUE: Final Business Plan and Presentation

NO FINAL EXAM